



AgriEuro plus Connexia: creating a strong identity

Specialising in machinery and equipment for agriculture, gardening and cooking, the e-commerce platform has entrusted the Retex communication and marketing brand with defining and creating a new brand positioning strategy.

Milan, 26 February 2024 – **AgriEuro**, one of Europe's largest online retailers of gardening tools and agricultural landscaping machinery, in addition to cooking and food processing equipment, has chosen to join forces with **Connexia's** branding strategy team for its platform repositioning project.

A dynamic and cutting-edge company, AgriEuro offers approximately 8000 different models of tools and machinery, all available for free home delivery. Via its e-commerce website, the brand sets itself apart by providing its customers with a high level of service throughout the purchasing process, from **pre-sales consulting** to **after-sales assistance**.

The Connexia team and AgriEuro's multidisciplinary team were able to work in complete synergy on a series of structured activities. The **analysis phases** – which spanned the objectives, as-is process, context, competitors and targets – was supplemented by opportunities for **participatory collaboration**, with the involvement of stakeholders.

Objective: to increase AgriEuro's brand awareness starting from its **value proposition** – vision, mission, identity, functional and emotional benefits, tone of voice and positioning statement – to better reach a **target market of both expert users**, who already have skills in terms of agriculture and gardening, and **novices** who want to take care of their green space and are seeking a professional guide for support.



Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com